



Society for  
Technical  
Communication

# Board of Directors Meeting Summary

14 June 2023, 5:00pm ET

## Attendees

### Board

- Timothy Esposito, President
- Elizabeth Herman, Vice President
- Li-At Rathbun, Secretary
- Roberta Werner, Treasurer
- Aiessa Moyna, Immediate Past President
- Jennifer Goode, Director
- Lori Meyer, Director
- Jamye Sagan, Director
- Danielle Villegas, Director

### Guests

- Timothy Shaw, STC Interim Executive Director

# Agenda Items

- Call to order and approval of agenda
- Consent agenda items
- Committees
- Committee chairs
- Committee liaisons
  - Board liaisons
  - Staff liaisons
- CAC and Leadership Program Report
- Treasurer's report
- Outgoing CEO—final payment and final comments
- Interim Executive Director (IED) report
- Summit 2023 recap
- Summit 2024
  - Contract with events planner—Voila!
  - Contract business development manager (IR)—ContentWorx
  - In person?
- Brainstorming notes from Summit
- 2023-24 Board Meetings schedule
- Closing remarks/reminders
- Adjourn

## Consent Agenda

- Approve Board Meeting Minutes and Summary – 3 May 2023
- Approve Annual Business Meeting Minutes - 14 May 2023

## Minutes

The meeting was called to order at 5:04pm ET.

The agenda was approved. The consent agenda was approved.

## Committees and Committee Chairs

Mr. Esposito recapped previously-approved 2023-2024 STC committee chairs and proposed chairs for the committees that did not yet have proposed chairs during the June Board meeting.

# Committee Chairs: Previously Approved

## Board Committees

- Executive Committee – Tim Esposito
- Audit Committee – Liz Herman

## Non-Board (Staff) Committees

- Intercom Editorial Advisory Panel – Craig Baehr
- Membership Marketing Committee – Erin Gallalee
- Tech Comm Editorial Board – Miriam Williams

## Advisory Committees, Task Forces, and Panels

- 70th Anniversary Celebration Task Force
  - Nicky Bleiel
- Certification Committee – Craig Baehr
- Community Achievement/Pacesetter Awards Committee – Viqui Dill
- Community Affairs Committee
  - Jamye Sagan
- Community Budget Review Committee
  - Bobbi Werner
- Education Committee – Craig Baehr
- Fellows Committee – Rachel Houghton
- Finance and Investment Committee
  - Bobbi Werner
- Honorary Fellows Committee
  - Tim Esposito
- Intercom Awards Committee
  - Jim Bousquet
- Ken Rainey Award Committee
  - Julie Gerdes
- Lifetime Achievement Award for Excellence in Service Committee
  - Aiessa Moyna
- Marketing Communications Task Force
  - Danielle Villegas
- Nominating Committee – Aiessa Moyna
- Scholarship Committee – Kylie Jacobsen
- Sigma Tau Chi/Alpha Sigma Honor Societies Committee – Lisa Melonçon
- TCBOK – Deanne Levander
- Website Review Committee
  - Guiseppe Getto

## Committee Chairs: Proposed

### Advisory Committees, Task Forces, and Panels

- Associate Fellows Committee – Jamie Gillenwater
- Community Achievement/Pacesetter Awards Committee – Susie McGowan (co-chair with already-approved Viqui Dill)
- Conference Committee – Amanda Patterson and Kelly Schrank
- Distinguished Community Service Award (DCSA) Committee - Kim Rosenlof
- Frank R. Smith Award Committee – Daniel Horcutt
- Jay R. Gould Award Committee - Quan Zhou

*Move that the Board approve the proposed committee chairs for 2023-2024. The motion was seconded. The motion passed.*

## Committee Liaisons

Mr. Esposito invited Board members to consider what committees they want to serve as committee liaison for during the 2023-2024 Board of Directors term.

## CAC and Leadership Program Report

Ms. Meyer, outgoing chair for the Community Affairs Committee, presented a summary of the Virtual Leadership Program that occurred on June 8, 2023, as well as a recap of CAC events at Summit 2023.

## Treasurer's Report

Ms. Werner presented an abbreviated report of STC's finances.

## Financial Updates (as of 6/9/23)

- *Finance & Investment (F&I)* Committee met on 6/9/23 to discuss status of financial transition.
- *Mission First Operations (MFO)* Financials transition began 1 June 2023, and it's still in progress.
- Draft budget: Targeting end of June to circulate draft for Board review and approval by July Board meeting.
- Treasurer's Report will remain abbreviated until 2023 budget is approved and charts have been aligned with new MFO financial reports.

- Summit revenue and outstanding invoices: to be reported by Tim Shaw, later in this meeting.

## Outgoing CEO—Final Payment and Final Comments

Mr. Esposito informed the Board of Ms. Liz Pohland's hours for May, including the carryover from April. Her contract with STC is now over, and she did not exceed the approved hours for May 2023.

## Interim Executive Director (IED) Report

Mr. Shaw updated the Board on staff activities in his first month with STC.

- Working with MFO (STC's new accounting firm) to consolidate accounts and figure out more streamlined reporting.
- Going through every facet of the organization, and making a list of items to address.
  - Mr. Shaw's top priority is the website.
    - In anticipation of this work, Mr. Shaw asked Dr. Guiseppe Getto—whose website-redesign proposal was accepted last term but was put on hold during the AMC and staff transitions—to re-present the proposal.

Mr. Shaw also updated the Board on Summit 2023 final bills and other Summit-related topics.

## Summit 2023 Recap

Mr. Shaw shared with the Board that Summit vendors were very pleased with the event. They thought it was fantastic and look forward to returning next year. He also said he had a great time and enjoyed the real community behind the organization—which has more passion and commitment than he's seen in over 20 years.

## Summit 2024

- The Board agreed that an in-person Summit 2024 would work better than a virtual one in maintaining and growing our momentum from Summit 2023.
- Mr. Shaw sought and received the will of the Board to continue engaging Voila! as the event's planner. He will request an RFP from Voila! toward this.
- Mr. Shaw also sought and received the will of the Board to continue engaging ContentWorx for IR (industry relations) for Summit 2024 and in general, if the current agreement does not include this already. He will review the agreement and proceed accordingly.

# Brainstorming notes from Summit

The Board reviewed its brainstorming notes from the May Board meeting, with an eye toward prioritizing items on the list and choosing some items that can be accomplished quickly.

- The Board identified marcom items that can be implemented relatively quickly, and with high impact:
  - Website's home page redesign
  - Properly functioning website ads
  - Enhanced use of Slack for marketing and member engagement:
    - The Board expressed interest in creating a proposed "Slack and social media task force," and possibly adopting the Slack-management proposal that an STC Associate Fellow recently submitted.
- The Board decided to form a working group to explore and propose a revised community structure and membership structure. These two restructures seem to go together, with the communities' structure needing to be addressed first.
  - If this restructure will take effect in the 2024 membership year, everything needs to be approved and established by the time the membership drive starts in September 2023.

## 2023-24 Board Meetings schedule

Ms. Rathbun shared the board-meeting schedule for the rest of the term, showing adjusted dates for days when the regular cadence conflicts with holidays or known personal commitments. She also shared a proposed annual business meeting (ABM) date.

Mr. Esposito stated that since the ABM is now virtual rather than in-person during Summit, the ABM date and start of the next Board of Directors (BoD) term are no longer associated with the Summit date. We might not hold Summit 2024 until after summer, but that will not extend this year's BoD term.

## Closing Remarks

With the meeting having a few extra minutes before the planned ending time, Mr. Esposito asked if there was any other business. Hearing none, he thanked the Board members for attending and adjourned the meeting.

## Adjournment

The meeting adjourned at 5:24pm ET.

# Next Meeting

July 19, 2023 at 5:00pm ET for the Monthly Board Meeting